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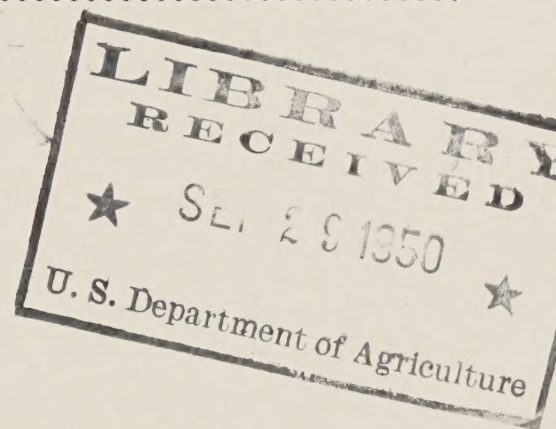
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# 1950-1951 SPECIALIST'S WHOLESALE CATALOGUE

*Fuchsias*

SORRY, YOU'RE TOO LATE!  
That's what we had to regret-  
fully tell many nurserymen  
last season, as we returned  
dozens of orders.  
Please turn now to page 2,  
near bottom of page, about  
early ordering.

*Geraniums*



*Pelargoniums*

## SCHMIDT NURSERY

355 LAMBERT AVENUE • PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501



*... before ordering*

## *please read these* **TERMS OF SALE:**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Ordinarily our terms are cash with order, but you may pay at delivery time, or make other arrangements at the time you order.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Delivery, or Special Handling, whichever applies. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (frozen plants, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

**Orders will be shipped when plants are ready** and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii and New Zealand.

## *About ordering early . . .*

Although we again added to our growing-facilities, the demand for our specialties continues to increase yearly and so we always seem to be short of stock. For the 1949-1950 season we supplied potted plants to 137 nurseries, many of them having increased their orders each succeeding year.

Last season we were sold out of most items in one month after our wholesale catalogue was mailed out. This year we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is limited by the lack of still more facilities, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck.

This does **not** apply to the new 1951 Fuchsia Introductions. We keep "open book" for them and will be able to supply orders throughout the season.

**Visitors Please Note:** We are CLOSED MONDAYS and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are OPEN ALL OTHER DAYS, INCLUDING SUNDAYS, from 8 a. m. to 5 p. m.



# FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots. They are stronger, better grown plants that come along faster and sell earlier.

Our fuchsia plants are clean. No cyclamen mites, two-spotted mites, red spiders, white flies, mealy bugs or other bugs on the stock we ship. We use the latest specific insecticides, properly applied. This refers not only to fuchsias, but to other plants listed here—all from 2½" pots and all clean stock.

Most of the plants we raise are grown for regular yearly repeat orders from well known nurseries on the coast. If you want to see why, we suggest you mail us a trial order. Just a small order—the minimum \$5.00 worth. Chances are good that you will order again THIS season.

## 1951 INTRODUCTIONS

BY HODGES, SCHMIDT AND TIRET.

Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor and we are, of course, equally pleased to be able to offer the new fuchsias of Mr. Horace M. Tired of San Francisco.

Merle and Ray Hodges raise their new fuchsias in their famous Pacific Grove Fuchsia Gardens, from where the 1949 varieties Junior Miss, Oregon Trail, Puget Sound and the 1950 introductions Blue Bonnet, Merle Hodges and Miss California originated.

Horace Tired is, of course, well known for his originations of former years, such as Rubeo, Santa Cruz, Jack Shahan, Yuletide, Bouffant and Moth Blue; not to forget his new ones of the 1950 season we mention just two—Du Barry and Swingtime.

Our own 1951 introduction "Carioca" joins the other varieties originated by Wm. E. Schmidt, namely Wood Violet, Inca Maiden and Gay Senorita, all three well known to gardens of the Pacific Coast.

The new seedlings are listed alphabetically in order to make it easier to compare them by descriptions.

Price Schedule is at end of descriptions, next page.

**BEWITCHED** (Tired) Patent applied for.—Double corolla dubonnet or deep violet purple, petals near-white at very base. Tube and outside of long, spreading, green-tipped sepals white, inside sepals flushed palest pink. Long white buds open into large flowers, produced in abundance. Vigorous willowy grower with lush-green medium sized leaves. Excellent as a hanger where dramatic color contrast shows to best advantage. This will be a top seller.

**CARIOCA** (Schmidt)—Single spreading corolla with petal edges notched; long green-tipped upturned sepals. Buds open with purplish shading to petals, but change to large flowers in color close to the variety "Display"—almost self-rose shadings. Strong grower with medium sized leaves, free flowering. Best displayed as a hanger. Heat resistant.



**ENCHANTED** (Tiret) Patent applied for.—Large double corolla campanula blue, near-white at base, outer petals overlaid with fuchsia pink, all petals edged with a pale lilac line. The many smaller outer petals are attached to the broad base of the rose-red sepals and so spread out horizontally, encircling the large pendant center petals. Good upright grower with deep green leathery leaves, freely producing very large flowers (in the cooler sections) of unique style.

**PERIWINKLE** (Hodges)—Long single campanulate corolla medium shade of lavender blue, long recurved sepals pink. Strong willowy grower, deep green leaves. Beautifully shaped flowers shown on long-branching hanger at Mr. and Mrs. Hodges' famous fuchsia garden in Pacific Grove. For a cool location.

**PURPLE SAGE** (Hodges)—Single saucer-shaped deep purple corolla opens perfectly flat as the medium sized flowers mature, displaying extra long red stamens and pistil. Recurved deep red sepals. Medium grower with many thin purplish branches and medium sized very dark leaves. Blooms freely and stands up well here in warm Palo Alto. Shown as a hanger in Pacific Grove.

**SOUTH PACIFIC** (Hodges)—Like a tropical flower with its saucer-shaped single white corolla and broad upturned crimson sepals. As the flower matures the four pink-veined large round white petals open perfectly flat, displaying extra long pink stamens and pistil. Upright bushy grower with good yellowish-green foliage and lots of these exotic looking flowers. Something different for your trade.

**STREAMLINER** (Tiret) Patent applied for.—Everything about this great fuchsia is streamlined—the long slender buds, long thin tube, long semi-double corolla, extra long twisted and curved sepals, and even the strong growth streamlines directly down from the hanging pot. Similar in coloring to "Red Spider," but deeper colored in both corolla and sepals, Streamliner loves the warmer climate and here in Palo Alto produces sheets of large, showy flowers.

**WILLIAM BRAAS** (Tiret)—Double corolla rose madder; upturned sepals white, flushed palest pink. A real hanger of good growth and foliage, may be best described as a large, darker and fully double "Cascade."

Please note that we cannot accept your order for any of above described non-patented 1951 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of the 1951 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

**WHOLESALE PRICES** for Bewitched, Carioca, Enchanted, Periwinkle, Purple Sage, South Pacific, Streamliner and William Braas, strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum** RETAIL PRICE for Bewitched, Carioca, Enchanted, Periwinkle, Purple Sage, South Pacific, Streamliner and William Braas for the entire year of 1951 is **\$1.00** each, 6 plants for **\$5.00**.



# GENERAL COLLECTION OF FUCHSIAS

## INCLUDING 1950 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on page 8.

Please note that whenever the term "heat-tolerant" is used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

**Strong 2½" pot plants 15c each except where otherwise noted.**

**ALAMEDA**—1950 introduction. Flaring double white corolla, deep crimson upturned sepals. Strong upright branching grower with good foliage and large flowers. **20c.**

**ANNA**—Very large double, rose madder and carmine. Try it in a hanging basket, too. Absolutely tops—a best seller in all fuchsia-growing sections. **17½c.**

**AUNT JULIANA**—1950 introduction. Sport of Uncle Jules with large double orchid lavender corolla and red upturned sepals. More willowy in growth than Uncle Jules and excellent as a hanger. Will be a big seller in 1951. **20c.**

**BERNADETTE**—1950 introduction—Double corolla deep blue, sepals pale rose to red. Upright bushy grower with medium sized flowers in a beautiful deep blue tone. **20c.**

**BEWITCHED**, described on page 3.

**CALIFORNIA**—Single orange, coral pink sepals. Tall, stands sunnier location.

**CAMEO**—1950 introduction. Double corolla pale pink, upturned sepals pale pink on outside, medium pink on inside. Upright grower with small foliage and many medium sized "all pink" flowers. **20c.**

**CHANG**—Single brilliant orange, flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**

**CLAIR DE LUNE**—Single orange-salmon corolla, long tube and short green tipped sepals palest salmon. Luxurious foliage, likes the warmer climate. **17½c.**

**CLARION**—Double corolla purplish rose-red, upturned sepals red. Bushy medium high grower, fine in warmer sections. **17½c.**

**COLUMBIA**—Sport of America, identical in growth and flower except that in Columbia the outside of the sepals is just slightly flushed pink, the long tube is white. With the red corolla this makes a beautiful contrast, very showy in a hanging basket. **20c.**

**COUNTESS OF ABERDEEN**—Single waxy white to palest pink. Compact growing

and one of the most admired smaller fuchsias. **20c.**

**CRINOLINE** (Patented) 1950 introduction—Double corolla soft rose pink, tube and sepals waxy white. Tall upright grower with small thick leaves, free blooming. Fine large double flowers stand our warmer climate quite well. Under license with the patentee we grow our own plants of Crinoline. **35c.** (Minimum retail price for 1951 is **\$1.00** each).

**DISPLAY**—Single pink, saucer-shaped corolla. Medium bushy growth, very free blooming. Top garden fuchsia.

**DON PERALTA**—1950 introduction. Very large flower, varies from single to double, usually semi-double corolla, with a long tube and long spreading sepals. Coloring much like the variety Anna. However, Don Peralta is a vigorous grower and an excellent upright growing fuchsia, specially for the warmer sections—it has done very well with us in warm Palo Alto. Blooms early. **20c.**

**DR. JULES WELCH**—Double blue-violet, outer petals all pink or marbled; short, broad sepals deep pink. Vigorous, medium high, bushy grower with good sized flowers. Stands considerable heat, even sun, in warmer sections. **17½c.**

**DU BARRY** (Patented)—1950 introduction. Double corolla changes from purple to fuchsin, with smaller outside petals either entirely flesh pink, or heavily marbled with that color. Tube and broad, reflexed, sepals softest pink. Strong upright grower with leathery leaves and large flowers of distinct coloring. **35c.** (Minimum retail price for 1951 is **\$1.00** each.)

You can propagate your own Du Barry in 1951—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Du Barry available from us at **10c** each.

**ELKHORN**—Large double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. **17½c.**

**ENCHANTED**, described on page 4.



**ESTRELLITA**—A new single white, lightest pink veining at base of petals. Medium sized flowers feature a long, tight corolla and long pink sepals that curve up beautifully. Good pot plant of moderate growth and plenty of flowers—does well in warmer sections. **17½c.**

**FASCINATION**—Large double pink, deep pink sepals. One of the finest in cooler climate.

**FLIRTATION**—Double delicate orchid, light pink sepals. Medium strong growth, floriferous. Very fine in the cool coastal sections. **17½c.**

**FLYING CLOUD** (Patented)—Semi double to double white, slight pink flush at base of petals, tube and long spreading sepals white, tipped green. Good grower, even outside the fog belt, but needs a cool location. Easily flowered in pots—a good seller. Under license with the patentee we grow our own plants of Flying Cloud. **35c.** (Minimum retail price for 1951 is **\$1.00** each.)

**GAY SENORITA** (Schmidt)—Single bell-shaped corolla lilac flushed rose, long sepals rose red. Large flower, very free flowering. Popular variety.

**G. MONK**—Double blue, sepals rose. Low and bushy.

**GYPSY QUEEN**—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be surpassed—tops everywhere.

**HERON**—Single blue-purple, broad sepals deep red. Strong upright grower, large flowers freely produced. The best in this class.

**HOLLYDALE**—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots.

**HONEYMOON**—Double spreading corolla beautiful deep blue, red sepals. Large, free blooming. One of the top sellers. **17½c.**

**JACK SHAHAN**—Single, entire flower shades of light rose bengal. Strong willowy grower, large flower. Quite heat-tolerant. **17½c.**

**JOAN OF ARC**—Double white. Taller, looser growth, and flower considered finer than Ave Maria. For the cool climate. **17½c.**

**LA BIANCA** (Patented)—1950 introduction. Single corolla white, short tube and long upturned sepals white, tipped green. Medium strong growth, deep green foliage, even good in a hanging basket. Medium sized, well shaped flowers freely produced and are quite heat tolerant and, in fact, do better in the warmer sections than in the fog belt where the flowers may have a pink flush on the tube and base of sepals.

The first all-white single fuchsia. **35c.** (Minimum retail price for 1951 is **\$1.00** each.)

You can propagate your own La Bianca in 1951—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of La Bianca available from us at 10c each.

**LORD BYRON**—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots.

**LUCKY STRIKE**—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular.

**MAXINE ELIZABETH**—1950 introduction—Single bell-shaped corolla near-white at very base, deepening to rose red toward orange-flushed petal edges. Thick waxy tube; broad and long, upturned, sepals of heavy substance, flushed pink on outside, salmon pink on inside. Willowy upright grower with masses of large flowers. Showy, glowing color—stands full sun in the fog belt and is heat-tolerant in warmer sections. Blooms early. **20c.**

**MELODY**—Beautiful single pale rosy lilac, upturned sepals palest rose. Strong branching growth, large flowers, free blooming. Tops in any climate.

**MOTH BLUE**—Double corolla a beautiful shade of deep lilac blue, short tube and long, broad, upturned sepals deep red—inside of sepals of crepe texture. Plant of medium vigor and spreading habit; beautiful as a hanging basket variety. Very large well-shaped flowers produced in succession, even in the "hot country." **17½c.**

**MRS. W. P. WOOD**—A new hybrid imported from England by Victor Reiter, Jr. Similar in all respects to *F. magellanica* Molinae (*macrostema alba*) except the flowers are larger. Hardy, does well in the warm sections, very free flowering. **17½c.**

**NEW FASCINATION**—Double spreading corolla soft pink, sepals red. Strong upright grower, large flowers.

**NEW HORIZON**—1950 introduction. Double corolla pale hyacinth blue, sepals soft pink. Upright bushy grower, free blooming. For the cool climate. **20c.**

**OREGON TRAIL**—Single hoop-skirt corolla opens to flat saucer-shape (best during cool months), light amparo-purple, veined rose red. Upturned sepals crimson. Moderate upright grower, early and very free blooming. **17½c.**

**OTHERFELLOW**—Single, deepening from near-white at base to coral pink at petal edges; tube and short green-tipped sepals are waxy white. Strong upright grower, very free blooming. It's cute. **17½c.**



**PAN AMERICA**—Double palest pink, red sepals. Tall, loose, grower, very large flowers.

**PATTY EVANS**—Double white, sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops everywhere.

**PERIWINKLE**, described on page 4.

**PHENOMENAL**—Double plum purple, sepals bright scarlet. Finest for garden display.

**PINK BALLOON**—Double fluffy corolla white, sepals rose. Blooms freely, very large flowers.

**PINK QUARTET**—A quartet of rolled center petals surrounded by spreading ones, all soft pink; broad upturned sepals deep pink. Strong upright grower, free blooming. A good fuchsia, does well in the warmer sections. **17½c.**

**PURPLE HEART**—Double corolla with center petals violet purple, large outer petals fuchsia pink and some marbled with purple; long, broad upturned red sepals. Strong upright grower with big buds and large flowers of strong color contrast. **20c.**

**PURPLE SAGE**, described on page 4.

**RADIANCE**—Semi double corolla varies, tyrian rose to red, sepals pink. Masses of bloom—stands heat.

**REGAL**—Resembles the variety Cardinal, but is a longer flower and a better all-red. Tall upright grower, good as a climber, heat-tolerant. **17½c.**

**REITER'S GIANT**—Double petunia purple, carmine sepals. Free flowering for such a very large flower.

**ROSEMARYE**—Semi double corolla pale violet blue, upturned sepals flesh pink. Medium sized flowers in profusion. Good for pots.

**ROSE OF DENMARK**—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**

**ROULETTE**—1950 introduction. Double corolla intense rose madder, sepals white, flushed pale rose near tips. Named for its multiple sepals. Willowy, heavy growth. For the cool climate. **20c.**

**RUBEO**—Double corolla rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. This is one of the best of all fuchsias—tops in any climate. **17½c.**

**SAN LEANDRO**—Double, magenta to vermilion, tube and sepals carmine. Upright grower; large flowers don't mind a little heat. This little known variety is one of the best big doubles. **17½c.**

**SCHILLER**—Good old hardy single purple-blue, pink sepals. Stands considerable sun, seems to grow and bloom anywhere.

**SEA FOAM**—Semi-double marbled purple and white, tinted rose. Tube and sepals white to pale rose. Small bush, medium-sized flowers—for shade. **17½c.**

**SEQUOIA**—A sport of Honeymoon, identical in habit, but the corolla is a silvery orchid-lilac. Very early and free blooming—this is a good one. **17½c.**

**SEVENTEEN**—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's masterpiece—one of the finest fuchsias ever introduced. Be sure to stock Seventeen in 1951—it sells itself. **17½c.**

**SOUTH PACIFIC**, described on page 4.

**SOUVENIR DE H. HENKEL**—Short single orange-pink corolla, long tube and short sepals deep pink. Handsome reddish foliage, flowers in clusters, stands sun. **17½c.**

**STARGAZER**—Single near-white to rosy purple, sepals flesh pink. Masses of more or less upright flowers. Stands hot weather better than most fuchsias.

**SUMMER SKIES**—Single corolla pale blue, broad upturned sepals rose pink. Medium grower, good foliage, free blooming. Medium sized, well formed flowers, best in this class. **17½c** each.

**SUNRAY**—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. **20c.**

**SUNSET**—Single flat corolla salmon shaded orange, sepals salmon. Strong bushy grower, distinct coloring.

**SUPER BRITISH**—Single orange-crimson, tube and sepals waxy white. Willowy grower, free blooming, excellent color contrast. One of the finest. Stands heat. **17½c.**

**SUSAN**—Double lilac blue, tube and sepals ivory and soft pink. Medium vigor, beautiful coloring. Very early bloomer, good pot plant. **17½c.**

**SWEETHEART**—Double corolla with center petals lavender blue; large outer petals fuchsia pink and some marbled with blue; long, broad, recurved pink sepals. Strong willowy grower (try in basket) with big buds and large flowers. Sweetheart is in the always popular soft colors. **20c.**

**THE DOWAGER**—Large double blue purple, broad upturned sepals rose red. Medium high, branching growth, free blooming. Very large in a cool climate. **17½c.**



**TITANIC**—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a large flower. Highly recommended.

**TREASURE**—Double, spreading corolla soft lilac blue, pink sepals. Upright bushy grower, free flowering. This is one of the very best—sells readily.

**TRIUMPHANT**—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety.

**UNCLE CHARLEY**—Semi-double lilac lavender, nicely reflexed sepals rose red. Strong grower, abundance of medium sized flowers. Heat-tolerant. 17½c.

**UNCLE JULES**—Double violet blue, sepals crimson. Willowy growth. Giant double of fine "blue" coloring. Tops.

**VIENNA**—1950 introduction. Double spreading corolla lilac blue, recurved sepals rose

pink. Vigorous upright, branching grower with large flowers. 20c.

**WHITEMOST**—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest fuchsias.

**WHITE WONDER**—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Highly recommended.

**WINSTON CHURCHILL**—Double magenta pink, shaded blue, sepals red. Medium bushy; good sized flowers, very free flowering. One of the real top varieties—excellent for pots.

**WOOD VIOLET** (Schmidt)—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming.

The following listing includes some of the best fuchsias in the trade, many of them too well known to warrant description here.

All 15c each, except where otherwise noted:

Abundance, America; Aurora Superba 17½c; Ave Maria 17½c; Beauty of Exeter, Cardinal; City of Portland (1950) 20c; Collingwood; Colombine 17½c; Commander in Chief, Coralle; Creole 17½c; Crescendo, Dainty Lady; Debutante 17½c; Dulcinea 17½c; Erecta; Errol 17½c; Esperanza, Fanfare, Formosissima, Gartenmeister Bonstedt, Glendale; Gus Niederholzer 17½c; Junior Miss 17½c; F. magellanica gracilis; F. magellanica gracilis variegata 17½c; Maiden's Blush, Mary C. Ware, Mazda, Mephisto, Mona Lisa, Phenomenal, Pink Pearl, Prima Donna, Sacramento, Santa Cruz; Sharon 17½c; Storm King, Symphony; Traudchen Bonstedt 17½c; The Chief, Torpilleur, Trumpeter, Utopia; Violet Gem 17½c; Yuletide.

## HANGING POT or TRAILING FUCHSIAS

All strong 2½" pot plants, 15c each except where otherwise noted.

**AUTUMNALE**—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. 17½c.

**BEWITCHED**, described on page 3.

**BLUE BONNET**—1950 introduction. Large single, flaring, corolla light at base, deepening to purple-blue, prominently veined red. Medium tube and long, broad, upturned sepals bright red. As the flower matures the petals open flat. Of vigorous growth and free blooming. Beautifully displayed in a hanging basket at the Hodges' famous fuchsia garden. 20c.

**BLUE PENDANT**—Double pale powder blue, broad sepals rose pink. Moderate, branching growth, free bloomer. Beautiful soft colored flowers that can take our warm climate in Palo Alto. 17½c.

**BOUFFANT**—Long single white corolla, lightly veined pink at base; medium tube and large, spreading sepals pink to rose red,

depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular. 17½c.

**BUBBLE HANGER**—Single corolla flesh to rose madder, broad sepals light apricot pink. Good grower, fine foliage. Does well in warmer sections. 17½c.

**BUTTERFLY**—Large single flaring corolla rose to crimson, recurved sepals light red. Outstanding among the reds. 17½c.

**CARIOCA**, described on page 3.

**CASCADE**—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular.

**COLUMBIA**, described on page 5.

**FALLING STARS**—Single, deep orange carmine, tube and sepals salmon. Strong grower, better than "Morning Mist."



- GIANT CASCADE**—Between Cascade and Hallowe'en in size and color. Very fine large flowered trailer. Recommended.
- GLORIOUS**—Single rose bengal, long waxy white tube and long pale neyron rose sepals. Good sized flowers, free blooming. 17½c.
- INCA MAIDEN** (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. A hardy strong grower, noted for perpetual bloom. Heat resistant—none easier.
- MANTILLA**—Single corolla, very long tube, and sepals, all deep red. Fine trailer, with bronzy foliage. Specially recommended as it stands more heat than most trailing fuchsias. 17½c.
- MARINKA**—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and very popular.
- MERLE HODGES**—1950 introduction. Double large fluffy corolla soft powder blue, lightly veined and outside petals flushed fuchsia pink. Some of the petals are scalloped. Medium tube and broad, upturned sepals are rosy red. Best displayed as at Pacific Grove, in a hanging basket. Best in the fog belt, or during cool months in warmer sections. Does well in Palo Alto. 20c.
- MISS CALIFORNIA**—1950 introduction. Single to semi-double white, faintest pink glow inside corolla, light pink veining near base of petals. Short tube and broad, long pointed upturned sepals medium pink, shaded deeper pink. Creates a marvelous display in a hanging basket, as shown by the Hodges in Pacific Grove. Loves the cool weather. 20c.
- MOLESWORTH**—Double white, sepals scarlet. Large flower—a fine double red-and-white for hanging pots.
- MRS. RUNDLE**—Single light orange, long tube and sepals pale salmon. Strong growth, fine foliage. Beautifully shaped flower.
- MRS. VICTOR REITER**—Single crimson, long tube and narrow sepals white. Tops in color contrast and grace of flower.
- MURIEL**—Long single rosy lilac corolla, red sepals. Vigorous, hardy, blooms freely.
- NIOBE** (Patented)—1950 introduction. Double corolla intense tyrian rose, long upturned sepals white, flushed pale pink. Wonderful vigorous trailing habit and fine foliage. Under license with the patentee we grow our own plants of Niobe. 35c. (Minimum retail price for 1951 is \$1.00 each.)
- PASTEL**—Single to semi-double orchid, sepals light pink. Masses of pastel flowers. Sells readily.
- PERIWINKLE**, described on page 4.
- PINK BALLET GIRL** (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow.
- PINK ELEGANCE** (Patented)—1950 introduction. Single corolla self pink, long upturned sepals rose pink with salmon flush. Pleated and rolled petals give the corolla an appearance of being double. Good grower, light green foliage, medium large flowers. Thrives in the warmer sections and so proved to be very popular in 1950, and should be a big seller in 1951. Under license with the patentee we grow our own plants of Pink Elegance. 35c. (Minimum retail price for 1951 is \$1.00 each).
- PUGET SOUND**—Double spreading white corolla, pink on outside petals. Broad upturned sepals rosy red. Moderate bushy grower, good foliage. For the cool Coastal climate where it is one of the largest. 17½c.
- PURPLE SAGE**, described on page 4.
- RED SPIDER**—Color much like Butterfly, but slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops.
- RED WING**—Single corolla purple and red, long pointed sepals red. Strong grower with flowers noted for wide-spreading sepals. 17½c.
- SAN FRANCISCO**—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. A very fine orange variety.
- SAN MATEO**—Double, deepest violet, splashed fuchsia pink. Sepals rosy red. Very large informal corolla, the most popular giant-flowered hanger. 17½c.
- SAN PABLO**—A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. One of the finest ever introduced. 17½c.
- STREAMLINER**, described on page 4.
- SWINGTIME**—1950 introduction. Double corolla milky white, slight pink veining at base of petals. Tube and short, upturned sepals shiny red, inside of sepals rose red and of crepe texture. Good grower of branching habit, early and free blooming, with large flowers having a prominent, spreading corolla. One of the top hanging-basket fuchsias as Swingtime likes the warmer climate. 20c.
- THE DOCTOR**—Single deep salmon pink, long tube and sepals light salmon. Strong grower, large flowers, free blooming.



**TRAILING AUTUMN**—Single corolla deepens to cerise red at the orange-flushed petal edges. Inside of upturned sepals is light

salmon, tipped pale green. Strong grower, plenty of flowers, quite heat tolerant. 17½c.

**WILLIAM BRAAS**, described on page 4.

## OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets:

Abundance, America, Anna, Aunt Juliana, Aurora Superba, Beauty of Exeter, Clair de Lune, Columbia, Creole, Don Peralta, Ecstasy, Flirtation, Formosissima, Gay Seniorita, Gus Niederholzer, Jack Shahan, Joan of Arc, La Bianca (Pat.), Lucky Strike, Maxine Elizabeth, Moth Blue, Pan America, Patty Evans, Prima Donna, Roulette, Seventeen, Souv. de H. Henkel, Super British, Sweetheart, Titanic, Trumpeter, Uncle Charley, Uncle Jules, Utopia, Victory, Violet Gem and Whitemost.



ONE WAY TO PLANT A FUCHSIA BASKET

The 12" white clay hanging-pot pictured here was planted the day before the photo was taken.

First, broken crocks were placed over the drainage hole at the bottom of the pot, followed by a ½"-1" layer of coarse sand, pea gravel, or peat. Then the soil mixture, composed of **one part** good top soil, **barely one part** sharp sand and **one part or more** coarse leafmold. The prepared soil should be moist, not wet, and should be firmed down as the pot is filled. A heaping tablespoon of plant food such as Vigoro or Gaviota is spread over and mixed into the top two or three inches of soil in the pot.

Three strong trailing fuchsias from 2½" pots—pinched back some weeks before to make them branch out—are then placed and planted as pictured above. A thorough watering finishes the planting job. Hang in a cool, part-shaded place, keep moist and feed regularly (from a week to a month between applications, depending on the type fertilizer used). Don't place in deep shade. Fuchsias must have all the light they can get and a few sunny hours a day in order to bloom well. Protect them from wind and mid-day sun—they love early morning or late afternoon sun. Pinch back long-growing shoots once or twice more and keep plants free of bugs.

For photogenic reasons a white clay pot was used in this case, but of course other types of containers may be used. Best of all are wooden hanging boxes of various shapes and sizes.

Ivy Geraniums (see page 14) may be planted somewhat the same way, but need a heavier soil mixture, and not as much extra feeding. Ivy Geraniums in hanging baskets thrive in a warmer, sunnier location than the cool, more shaded spot fuchsias like.



# LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

## 1950 INTRODUCTION

**GRAND SLAM** (Schmidt)—Rosy red, slight salmon undertone, base of lower petals with light marking and two or three purple lines. Top petals veined deep violet red from base to medium-sized velvety red-brown spot in center, flushed salmon to petal edges. Moderate growth, medium sized leaves. Color varies through the season, but Grand Slam always has handsome umbels of large flowers with heavily waved petals. A grand bedding and pot plant variety, sold out early in 1950 at most nurseries. Grand Slam will be a big seller in 1951. Order early.

### WHOLESALE PRICES FOR GRAND SLAM, Strong 2½" pot plants

5 plants of one variety.....each \$ .60	25 or more of one variety.....\$ .35
10 plants of one variety.....each .45	100 or more of one variety..... .30
MINIMUM RETAIL PRICE for Grand Slam for the entire year 1951: plants in 4" pots \$1.00 each.	

## GENERAL COLLECTION

This group includes the standard low-priced Best Seller varieties. If you have never grown Pelargoniums, or if you had poor sales with the varieties you did have, be sure to try a few of the ones listed below. Year in and year out, they are the good old reliables.

Because of advance orders we are forced to leave out a number of varieties we have usually listed here. However, some of them are available in limited quantity and we suggest you list what you want, in varieties other than those named below, and we will let you know what we can supply and the prices.

**SOLD OUT IN ONE MONTH**—that was the case last year. This year we expect to be sold out of Pelargoniums **within** one month after this catalogue is first mailed out. Please order at once if you want Pelargoniums from us for Spring 1951 delivery.

Strong stock from 2½" pots, **\$20.00 per 100**, except where otherwise noted. Pot them into 4" pots on arrival and you will have little trouble selling them at retail for a minimum of 75c when in bud or bloom. Many sell for \$1.00 or more, if well grown. You may order as few or as many varieties as you need, each variety in lots of **five or more plants**.

**ALICE EASTWOOD** (Schmidt)—Beautiful soft rosy pink, top petals slightly deeper colored and veined from base to the medium-sized deep velvety red spot in center. All petals waved. Medium, bushy growth, good foliage, free blooming. Large umbels of large flowers. **25c.**

**AZALEA**—Well known, large umbels of rose red flowers.

**BABY BREEN**—Pale lilac and deep velvety violet purple. One of the Pansy Pelargoniums, larger flowers than Mrs. Layal or Little Rascal, free-blooming pot plant.

**BALLERINA**—Pastel or shell pink, apricot undertone especially under glass, top petals veined from base to center spot of crimson. Strong, spreading grower, large umbels of large ruffled flowers, very free flowering. Tops in ruffled soft pinks—a real best seller. **25c.**

**BETTINA** (Schmidt)—Soft pastel pink, deep red veining at base half of lower petals.

Top petals slightly deeper colored, prominently veined from base to medium-sized deep velvety red center blotch. Large umbels, large flowers, broad petals, good keeping quality. Features **early and long-blooming** season. **25c.**

**BEVERLY HILLS**—Popular cattleya orchid.

**CHICADEE**—1950 introduction. Similar to the well known Pansy Pelargonium Mrs. Layal, but has more attractive flowers and is free blooming. 5 plants each **60c**; 10 plants each **45c**; 25 or more each **35c**; 100 or more each **30c**.

**CHICAGO MARKET**—Low, compact, rosy orchid.

**CHINA ROSE**—Deep "smoky" cerise rose-red, near-white at throat, deep red veining and small spot in lower petals. Top petals heavily veined from base to large velvety brown-black blotch. Large flower, distinctive coloring. **25c.**



**CONGO**—All petals veined black, maroon black center, and rose-violet flush toward lilac border. Early and long blooming. **25c.**

**CONSPICUOUS**—Shining oxblood or wine red, elongated black spot in lower petals, more veining and blotch in top petals; waved petals edged with a black hair-line. Very large flowers, floriferous. Well named, as **CONSPICUOUS** is one of the showiest and most distinct varieties to be introduced in years. We highly recommend this outstanding new variety. 5 plants each **60c**; 10 plants each **45c**; 25 or more each **35c**; 100 or more each **30c.**

**DARK MABEL**—Distinct, very dark top petals, lower ones pink, white at center.

**EMPRESS OF RUSSIA**—Rose maroon, each petal with very dark center and narrow white margin. Color varies considerably. Tall grower, and although an old variety it is so different that each year the demand far exceeds the supply.

**FLAME**—Finest "orange." **25c.**

**GARDENER'S JOY**—White, flushed palest blush, top petals with dark red-brown blotch surrounded by rose. Upright, bushy grower, with large umbels of very large flowers. Tops.

**GAY NINETIES** (Schmidt)—Glistening white, small elongated rosy spot in lower petals, top petals heavily veined at base and radiating from large center blotch, of glowing raspberry rose. Large round flower, all petals waved. Large umbels, free flowering. A grand pot plant variety. **25c.**

**GRAND SLAM**, described top of page 11.

**GROSSMAMA FISCHER**—Standard deep salmon, compact habit.

**HEARTBEAT**—Rose red form of Springtime. **25c.**

**JOHN WINTERMUTE**—Deep raspberry rose. **25c.**

**JUNGLE NIGHT**—Reddish buds darken to black, and open to large flowers of deepest maroon, overlaid velvety black, with a medium large velvety black petal center. Petals waved and curled. Upright grower, large light green leaves, long blooming season. The largest flower of the new "black" varieties. **25c.**

**LITTLE RASCAL** (Schmidt)—Pansy Pelargonium; pale lilac with dark blotch. Blooms early and in greatest profusion. Good pot plant.

**LOWELL**—Bright red with black blotches.

**LUCY ANN LESLIE**—Lovely pink with crimson blotch. Large flowers.

**MACKENSEN**—Rose pink. Medium bushy grower, very large flowers.

**MARIE ROBER**—Color varies, usually purple to black. Strong upright growth, large flowers.

**MARIE VOGEL**—Red, faintly flushed salmon, dark blotches on top petals. Very large flowers with waved petals, recommended as the finest red for pots or bedding.

**MARY B. QUINLAN**—Darker than Red Velvet or Jungle Night, with waved petals but smaller flowers than those two. Medium bushy growth, very free flowering. Very "black"—a novelty pot plant. **25c.**

**MARY ELIZABETH**—Soft salmon, rose undertone. Strong grower, free blooming.

**MRS. LAYAL**—This is the famous Pansy Pelargonium. Compact bushy growth, small leaves and medium small flowers. Blooms early, and in great profusion for a long season. A leader for pot culture.

**MRS. MARY BARD**—Snow white with a few mallow stripes near base of petals. Bushy habit, large flowers, long blooming season. Tops for bedding or pots.

**NEUHEIT C. FAISS**—Silvery heliotrope with violet marking in each petal. Distinct.

**OUR FRANCES**—Soft silvery rose pink, top petals with medium crimson blotch. Medium low, bushy grower, blooms early. A top seller.

**PEACH BLOW**—Pale peach, crimson veining and blotch, flushed light violet rose. Something different. **25c.**

**RAY KELLOGG**—Pale pink, flushed strawberry, small maroon spot in lower petals; top petals heavily veined from base to the velvety black blotch, overlaid strawberry. Large umbels of handsome, large flowers with a narrow, near-white ruffled border. This is one of the finest of all pelargoniums—we recommend it highly. **25c.**

**RED VELVET**—Deep wine red, overlaid velvety black, veined black from base to the large velvety-black blotch in petal center. All petals waved, redder than Mary B. Quinlan and Jungle Night. Good grower, free blooming. Large flowers. **25c.**

**RHAPSODY**—Salmon-flushed pink, light center, velvety crimson blotch in top petals. Rather tall grower with large umbels of bold flowers. **25c.**

**SANTA MONICA**—Lovely soft La France pink, red spots in top petals. Early, large flowers.

**SPRING SONG**—Lower petals light pink, veined crimson; top petals pink, veined deep crimson to the velvety red blotch. Medium bushy grower, producing quantities of large umbels of large waved flowers. Fine pot and bedding variety. **25c.**



**SPRINGTIME**—Pink, white center and ruffled edges.

**SUE JARRETT**—Pink, shaded salmon; all petals marked, top ones almost covered velvety maroon. Immense flowers.

**SUZANNE**—1950 introduction. Large umbels of good sized ruffled flowers. White, each petal with crimson blotch, washed raspberry, two top petals overlaid velvety maroon at center. Good pot plant. 5 plants each **60c**; 10 plants each **45c**; 25 or more each **35c**; 100 or more each **30c**.

**TUNISIA**—Similar to Jessie Jarrett in coloring. One of the good dark ones.

**VALENTINE GIRL**—Softest apricot or shell pink; top petals veined to small red, salmon-

on-flushed spot in center. Very large flowers—one of the choicest. **25c**.

**WALTZTIME** (Schmidt)—Beautifully ruffled cattleya-orchid, two top petals veined deep violet to the small blotch of velvety violet in petal center. Strong upright grower, very free flowering, long blooming season. Large ruffled flowers held well above the foliage. Be sure to try it. **25c**.

**WARREN KELLOGG**—Similar to Tunisia, but more compact.

**WOLFGANG GOETHE**—Deep red with a large, well-defined violet-black blotch in each petal. Tall, large flowers, A fine deep red.

**ZENOBI**A—Orange red and velvety crimson. Highly colored.

## GARDEN GERANIUMS

### Zonal or Common Geranium, botanically *Pelargonium hortorum* varieties

From our large collection we have selected the following varieties as good all-around garden and pot plant geraniums.

All strong plants in 2½" pots, **\$17.50 per 100**. You may order as few as five of a variety, any or all varieties.

**ALICE OF VINCENNES**—Single; varies, usually large white center shading through soft carmine rose to red at the edges.

**ALPHONSE RICARD**—Semi-double, light scarlet. Vigorous grower, very large flowers in large umbels.

**BETTER TIMES**—Double, bright deep red. Compact grower, free flowering. Fine pot plant, much used for bedding.

**CALIFORNIA BEAUTY**—Double, rose pink with white center. Floriferous—good pot and bedding variety.

**CALIFORNIA GIANT**—Semi-double, rose pink with white center. Vigorous grower, large umbels, large flowers.

**IMPROVED MRS. LAWRENCE**—Semi-double, light salmon pink. Medium growth, very free flowering. Good pot and bedding variety.

**IRVINGTON BEAUTY**—Semi-double, rose pink and salmon. Medium grower, free flowering.

**MADAME BUCHNER** (sold under various names)—The best known double white.

**MADAME JAULIN** (syn. Apple Blossom)—Semi-double, white, flushed apricot pink. Large flowers, very large umbels, free blooming. Vigorous bushy growth.

**MARGUERITE DE LAYRE** (also sold under other names)—The best known single white.

**MAXIME KOVALEVSKY**—Single, remarkable shade of orange. Well known bedding and pot plant variety.

**MISSOURI**—Double, bright scarlet. Strong grower, popular garden variety.

**MRS. E. G. HILL**—Single, salmon pink, darker near petal edges. Fine large umbels. Good bedding variety.

**NUIT POITEVINE**—Single, purplish crimson, scarlet flush in top petals. Distinct dark coloring.

**PRIDE OF CAMDEN**—Double, velvety deep red. Showy, free blooming. Finest double red for garden and pots.

**RADIO RED**—Double, bright red. Free flowering, most brilliant of the reds.

**RUBY**—Double, deep ruby red. Very large umbels.

**SALMON SUPREME**—Semi-double, apricot salmon. Stocky growth, very large flowers, free blooming. Good pot and bedding variety.

## DWARF GERANIUMS

We grow limited numbers of the following true dwarf geraniums: Black Vesuvius, Kleiner Liebling (Little Darling), Madame Fournier, Pigmy and Pixie. Stock at wholesale is scarce, so please mail your want list and we will quote prices and delivery date.



## FANCY-LEAVED GERANIUMS

Although we grow practically all varieties found in commerce today, we can offer only the following at wholesale at this time:

Alpha, Cloth of Gold, Crystal Palace Gem, Distinction, Happy Thought, Jubilee, Mountain of Snow, Mrs. Parker, Skies of Italy and Wilhelm Langguth. All **25c** each.

The following two, Miss Burdett Coutts and Mrs. Cox, are the two finest in the silver tricolor (Coutts) and golden tricolor (Cox) respectively. 5 plants one variety each **80c**; 10 or more one variety each **65c**; 25 or more one variety each **50c**.

Other varieties and prices on request.

## SCENTED-LEAVED GERANIUMS

We grow well over fifty species and varieties, but feel that unless you are a specialist, you need stock only the most distinctive ones, such as the Lemon, Variegated Prince Rupert, Fair Ellen, Nutmeg, Lime, Prince of Orange, Pungent Peppermint, Rose, Strawberry and Peppermint Geraniums.  $2\frac{1}{2}$ " pots, **25c each**. Other varieties and prices on request.

### UNUSUAL GERANIUM the pure white NOEL

Introduced by us three years ago, Noel is a fast selling novelty pot plant—even small plants in pots will bloom. Grow it much as you would ordinary geraniums. Strong  $2\frac{1}{2}$ " pot plants; new low prices.

5 plants.....	each 50c
10 plants.....	each 35c
25 or more.....	each 25c

Also POINSETTIA, red Cactus-Flowered and PINK POINSETTIA, pink Cactus-Flowered, at **25c** each.



CACTUS-FLOWERED NOEL

## IVY-LEAF GERANIUMS

Also known as Ivy Geraniums and Trailing Geraniums, botanically as *Pelargonium peltatum* varieties.

Where a bank, wall, fence, window box or hanging basket (see page 10 on how to plant one) is exposed to more sun than fuchsias will stand, that's the location for Ivy Geraniums. They love a warm, sunny spot. The strong pink, scarlet, cerise, violet-purple and red varieties are particularly good for sunny exposures. However, some varieties, especially the soft-colored ones such as Bridesmaid, Cliff House, Comtesse de Grey, Princess Victoria, etc., have larger flowers and are more pleasingly colored in a location that is shaded during the hottest part of the day.

Here are listed the finest varieties in the trade today, selected from our noted collection.

All grown in  $2\frac{1}{2}$ " pots, at  **$17\frac{1}{2}$ c each**, unless otherwise noted.

**ALLIANCE** (syn. Victory)—Double, lilac white, spots of deep rose. This is a *P. hortorum* x *P. peltatum* hybrid.

**BRIDESMAID** (Schmidt)—Double, soft orchid or cattleya pink, very large flowers. **25c**.



You Can Propagate Patented Fuchsias . . .  
*See Other Side of This Sheet*



AGREEMENT with the Schmidt Nursery  
Covering the New 1951 Fuchsia Introductions

This agreement covers only the following 1951 Fuchsia Introductions: *Carioca, Periwinkle, Purple Sage, South Pacific* and *William Braas*. The varieties *Bewitched, Enchanted* and *Streamliner* are automatically protected by the patent applied for. Except the above named five varieties and the patented varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1950-1951 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyrighted label bearing the variety name, any or all plants of above named 1951 Fuchsia Introductions BEFORE JANUARY 1, 1952.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions* covering the 1951 Fuchsia Introductions in question.

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Date

---

Please Print — Name of nursery

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Signed by

---

Street or R.F.D.

---

City

Zone

State



# You, too, Can Propagate *Patented Fuchsias in 1951!*



As was the case when roses and other plants were first patented, a good many nurserymen were "dead set agin it" when the first fuchsias were patented.

Most nurserymen know now that the sure money and best protection against chiseling is to be found in a patented variety. The modern nurseryman is glad to see good varieties patented, as that protects him in all stages of marketing a plant and assures a reasonable established profit. We are sure that only the few nurserymen who do not understand how the patent works in their favor are still against it.

In the case of fuchsias it is very simple. Take as an example the variety "Flying Cloud," introduced in 1949 by Victor Reiter, Jr. Plants were available from him during 1949 at 35c each wholesale, to sell at \$1.00 each retail. The next year, 1950, many nurseries in the West propagated their own stock of "Flying Cloud" and merely purchased the patent labels at 10c each from Mr. Reiter. The nurseryman could then sell his own propagated stock at wholesale for 35c each, or at retail at \$1.00 each, provided each individual plant he sold had on one of the patent labels purchased from Victor Reiter, Jr. This continues on, with the originator setting the price per label, the wholesale price and the retail price for each succeeding year, during the life of the patent.

This, then, works the same way with the two patented varieties we handled in 1950 for the originator, Horace M. Tired. You may propagate these two patented varieties, Du Barry and La Bianca, in 1951 and sell your own plants at 35c each wholesale to other nurseries and \$1.00 each retail, provided each plant has one of the patent labels which you buy from Mr. Tired. However, in order to avoid confusion and to facilitate sales, we will have the labels for sale for the originator, Mr. Tired. You do not have to order plants of any kind from us in order to buy the patent labels. Just mail in your order for so many Du Barry and/or so many La Bianca, at 10c each. The labels will be delivered after January 1, 1951.

See other side for propagating information.



355 Lambert Avenue • Palo Alto, California

(Please print plainly)

SHIPPING ADDRESS, IF DIFFERENT  
FROM MAILING ADDRESS:

QUAN.			
	<i>Please read all of page 2 before ordering</i>		
	TOTAL		
	AMOUNT FOR POSTAGE IF WANTED BY PARCEL POST		
	AMOUNT ENCLOSED	AMOUNT FORWARD	



[illegible]



- BUTTERFLIES** (Schmidt)—Single, deep orchid, top petals veined and marked red. 25c.
- CAYUCAS**—Double, rosy pink, fuchsia undertone.
- CHARLES MONSELET**—Double, cerise rose-red. Large, showy flowers and best in this color.
- CLIFF HOUSE**—Double, white flushed orchid, deeper color in sun.
- COL. BADEN POWELL**—Semi-double white, flushed lilac, top petals marked cerise.
- COMTESSE DE GREY**—Semi-double, soft satiny pink, top petals slightly marked. Medium flowers, free bloomer. This is a top seller.
- DIENER'S LAVENDER** (syn. Giant Lavender, Lavender Giant)—Double, lilac lavender.
- EL GAUCHO** (Schmidt 1949)—Double, bright rose cerise, light violet undertone. Top petals marked crimson at base of petals. Large, fully double flower, free blooming. Very showy. 25c.
- GALILEE**—Double, medium pink. Most widely grown pink. Very good and a top seller.
- INTENSITY** (syn. Etincelant, Red Majesty)—Semi-double, brilliant deep orange scarlet. Large flower, free blooming. The outstanding bright red ivy geranium.
- JEANNE d'ARC**—Single, faintest lilac. Long, bushy growth, dark foliage. Fine ground cover.
- JESTER** (Schmidt)—Double, orchid pink with small rosy stripes at edges. Color varies. Large flower, free blooming. 25c.
- JOSEPH WARREN**—Double, rich rosy violet-purple. Large flower—the richest, deepest colored ivy geranium. A best seller.
- LAVENDER GEM** (Double Lavender)—Double form of Jeanne d'Arc, above.
- LEOPARD**—Semi-double, orchid pink, top petals veined and spotted cerise red. Large flower, free flowering. Popular variety.
- LUCKY STRIKE** (Schmidt)—Double, deep rosy pink. Very free flowering.
- MADAME MARGOT** (syn. L'Elegante)—Single white and faintest lilac. Leaves are light green, with an irregular creamy border which turns rose-mallow under adverse (dry) conditions. Handsome in hanging pots. 25c.
- MRS. BANKS**—Semi-double bluish white, top petals marked light violet. Free and continuous bloomer. Finest white garden display variety.
- MRS. H. J. JONES**—Double, deep rose pink, petal edges serrated "carnation-like." 25c.
- NEON** (Schmidt)—Double, glowing rosy cerise with violet undertone. Very large.
- NEW PURPLE**—A little larger, looser flower, and perhaps darker than Joseph Warren. 25c.
- OLD MEXICO** (Schmidt)—Semi-double, rose cerise, slight violet undertone. Large umbels, medium-large flowers, very free flowering. 25c.
- PINK ALLIANCE**—Double, beautiful deep pink. Large umbels of large flowers. A *P. hortorum* x *P. peltatum* hybrid. 25c.
- ROSE ENCHANTRESS**—Sport of Princess Victoria, of a lively shade of orchid pink with rose pink stripes. 25c.
- SALMON**—Semi-double, rose pink shade of salmon. Strong grower.
- SALMON ENCHANTRESS**—Not salmon, but soft pink with stripes of rose. Sport of Princess Victoria. 25c.
- SILESIA**—Single, rose cerise, violet undertone. Top petals veined to dark spot in center.
- SNOWDRIFT**—Double white, faintly flushed blush at base of petals. Near-white in shadier location.
- SUNSET**—Single pink, small flower. Variegated leaves of light green, yellowish and silvery green.
- THE BLUSH**—Double, silvery pink. Very fine.
- THE DUCHESS** (Schmidt)—Semi-double white, faint orchid flush, pink lines near petal edges. Large flower, free blooming.
- VALENCIA** (Schmidt 1949)—Semi-double deep silvery pink. Top petals with elongated white bar, crimson stripes and round spot. Large flowers, very free flowering. 25c.
- WILLY** (syn. Berkeley Red, Dark Red, Incomparable)—Double deep red. Large flower. The best deep red. Very popular.

## SWEET HELIOTROPE

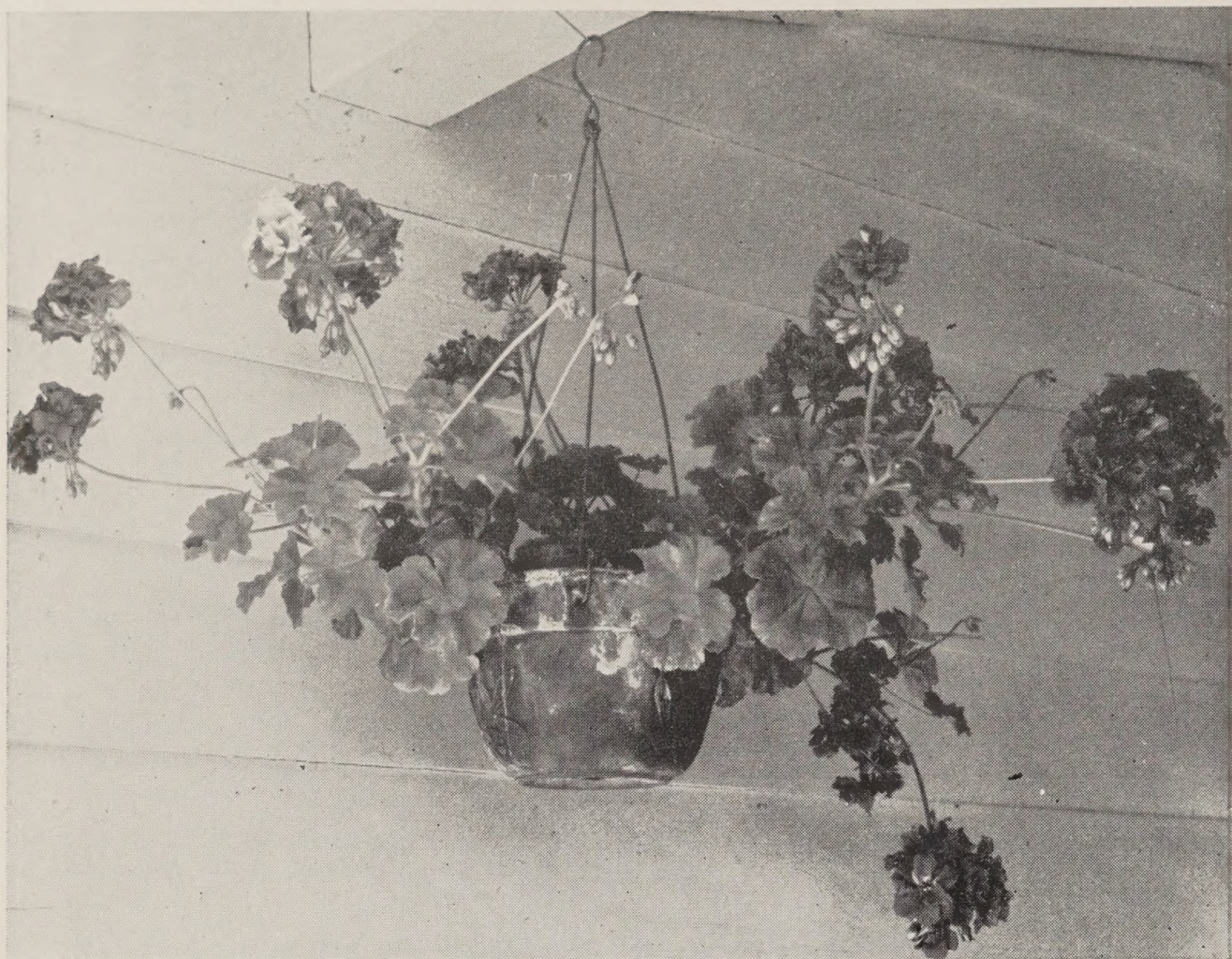
We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. It is too slow and weak in a shaded location. Flower fragrance varies with the weather. Good retail seller in 4" pots or larger specimen sizes. Strong 2½" pot plants 17½c.

## MARGUERITES or BOSTON DAISIES

Ever popular for pots and garden display. Will bloom freely even in 2½" pots. White and yellow, both selected varieties.

Strong 2½" pot plants at \$12.50 per 100—not less than 25 of a variety shipped.





### IVY GERANIUMS FOR THE SUNNY SPOT

Pictured here is a young plant, six months old, to illustrate the value of Ivy Geraniums as hanging pot plants for the sunny or part shaded location.

On pages 14 and 15 are described many of the finest varieties available in the trade. A dozen of the most popular and distinctive ones are Bridesmaid, Cayucas, Charles Monselet, Comtesse de Grey, Galilee, Intensity, Jester, Joseph Warren, Leopard, Mrs. Banks, Old Mexico and Willy. Try a few of each.

## SCHMIDT NURSERY

355 Lambert Avenue

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Palo Alto, California

Palo Alto Phone Davenport 2-4501

Wm. E. Schmidt, originator and grower, member of the American Fuchsia Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen and the American Horticultural Council, Inc.

*We are a Pinto Tag Nursery*